

## REMARKS

Claims 1-15 are pending in the application, of which claims 1 and 13-15 are independent. Claims 1 and 13-15 have been amended. No new matter is presented. Support for the claim amendments are shown throughout the Specification, such as for example in Paragraphs [0032], [0059], [0073], and [0076]. Reconsideration and further examination are respectfully requested. In response to the finality of the Office Action, Applicant is submitting herewith a Request for Continued Examination.

Applicant would like to thank the Examiner for the courtesies extended during the personal interview on May 19, 2010. During this interview, proposed claim amendments pertaining to the creation of the action record using information from the user's lead were discussed. This Amendment is being submitted in view of the discussed claim amendments.

Claims 1, 2, 6-8 and 10-15 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,662,194 (Joao) in view of U.S. Patent No. 7,212,985 (Sciuk). Claims 3-5 were rejected under 35 § U.S.C. § 103(a) as being unpatentable over Joao in view of Sciuk and further in view of U.S. Patent No. 6,968,513 (Rinebold). Claim 9 was rejected under 35 U.S.C. § 103(a) as being unpatentable over Joao in view of Sciuk and further in view of U.S. Patent No. 6,868,389 (Wilkins). Reconsideration and withdrawal of the rejections are respectfully requested for at least the following reasons.

According to the method recited in claim 1, inquiry data is received, the inquiry data is related to an inquiry of a user with a listing service about a listing posted by an entity other than the user. A user's lead is created in response to the user's inquiry using the received inquiry data, the user's lead is to be pursued by the user that makes the inquiry with the listing service. The user's lead is stored as a lead record in a database. Information related to the lead record that is received by the processor is monitored, and using this received information, an action record is dynamically created each time an action to be taken in furtherance of the user's lead is identified. The lead and action records comprise information to provide the user with a status of the user's lead. A user interface is communicated to the user that comprises information from the lead and action records and information related to the user's lead received from one or more ancillary services.

Joao is understood to disclose an apparatus and method for providing job searching services, recruitment services and/or recruitment-related services for respective individuals, employees, independent contractors, freelancers, employers and/or hiring entities.

Sciuk describes a system and method for automatically managing a multi-step process in which human providers are selected for some purpose. Typical applications include the selection process associated with employment and dating services. Sciuk is directed to linking and coordinating the various steps of the selection process through automated sequencing, coordinating, tracking and status reporting processes.

Applicant respectfully submits that, as discussed in the personal interview, neither Joao nor Sciuk discloses monitoring information related to the lead record that is received by the processor, and using the received information, dynamically creating, by the processor, an action record each time an action to be taken in furtherance of the user's lead is identified. Neither Rinebold nor Wilkins cures the deficiencies of Joao and Sciuk.

For at least the foregoing reasons, claim 1 and the claims that depend from claim 1 are believed to be in condition for allowance. In addition, for at least the same reasons, claims 13-15 are believed to be in condition for allowance. In view of the foregoing, the entire application is believed to be in condition for allowance, and such action is respectfully requested at the Examiner's earliest convenience.

The Applicant respectfully requests that a timely Notice of Allowance be issued in this case. Should matters remain which the Examiner believes could be resolved in an interview, the Examiner is requested to telephone the Applicant's representative. The Applicants' attorney may be reached by telephone at 212-801-6729. All correspondence should continue to be directed to the address given below, which is the address associated with Customer Number 76058.

The Commissioner is hereby authorized to charge any required fee in connection with the submission of this paper, any additional fees which may be required, now or in the future, or credit any overpayment to Account No. 50-1561. Please ensure that the Attorney Docket Number is referenced when charging any payments or credits for this case.

Respectfully submitted,

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